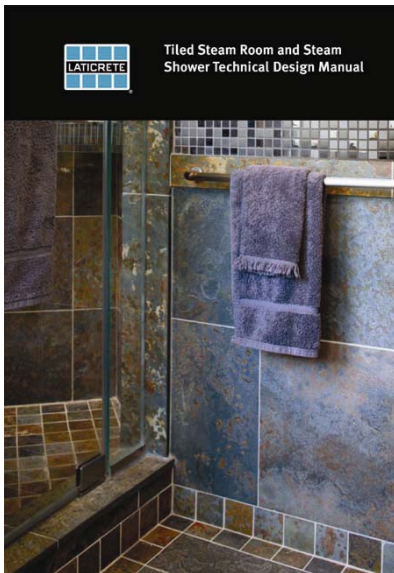




For Immediate Release  
Additional information contact:  
Eric Carson  
[epc@communicatorsintl.com](mailto:epc@communicatorsintl.com)  
+1.207.828.8050, x101

## LATICRETE Presents Industry First: Tiled Steam Room and Steam Shower Technical Design Manual



*February 25, 2008:* LATICRETE, a global leader in the manufacturing of innovative systems for the installation of ceramic tile and stone, has published the “Tiled Steam Room and Steam Shower Technical Design Manual,” a comprehensive manual providing guidelines and recommendations for the design, specification, and installation of tile and stone in steam room and steam shower applications. The goal of the LATICRETE design manual is to provide readily available information and guidelines to architects, design professionals, construction professionals, tile installation professionals, and tile and stone distributors, for the permanent, problem-free installation of tile and stone in a steam room or steam shower environment. Published by

LATICRETE, copies of the Tiled Steam Room and Steam Shower Technical design manual are available for request by visiting [www.laticrete.com/tools](http://www.laticrete.com/tools).

“LATICRETE recognized a need for this type of design manual in the tile and stone industry,” said LATICRETE co-owner and senior vice president, Henry B. Rothberg. “These design manuals are not just about LATICRETE, they are about designing with tile and our publishing them is a service to help the entire tile industry. These are valuable design resources for architects, specifiers, developers, tile contractors, tile distributors, tile salespeople, tile factories, etc. So far we have received an overwhelming positive response.”

LATICRETE is a global leader in the manufacturing of tile and stone installation systems, known and trusted for industry leading innovation and expertise. For in-depth technical support and answers to your installation or

### Innovative Tile and Stone Installation Systems

application questions call toll free: 1.800.243.4788, ext 235, or outside the USA: +1.203.393.0010, ext 235,. E-mail: [support@laticrete.com](mailto:support@laticrete.com). Comprehensive LATICRETE and industry information can be found on the web at: [www.laticrete.com](http://www.laticrete.com). LATICRETE, LATAPOXY, SpectraLOCK and the LATICRETE logo are registered trademarks of LATICRETE International, Inc.



